

Message Text

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43

ACTION COME-00

INFO OCT-01 ARA-16 ISO-00 USIA-15 EB-11 DRC-01 RSC-01 /045 W
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R 101615Z SEP 73

FM AMCONSUL RIO DE JANEIRO

TO SECSTATE WASHDC 9219

INFO AMEMBASSY BRASILIA

AMCONSUL SAO PAULO

AMCONSUL RECIFE

AMCONSUL BELEM

AMCONSUL PORTO ALEGRE

AMCONSUL SALVADOR

UNCLAS RIO DE JANEIRO 3287

E.O. 11652: N/A

TAGS: BEXP, BR

SUBJECT: USIA COMMERCE/BIC COOPERATION

REF: STATE 171855

1. IN VIEW SHORT TIME FRAME AND DEGREE OF EFFORT
ALREADY EXPENDED ON COMPUTER SERVICES TRADE MISSION
AND SUCCESS OF PROMOTION ATTENDANCE AMERICAN TEXTILE
MACHINERY EXHIBITION IN GREENVILLE, ADDITIONAL
SUPPORT FROM WASHINGTON FOR THESE EVENTS NOT BEING
REQUESTED.

2. NATIONAL MACHINE TOOL BUILDERS ASSOCIATION(NMTBA)
TRADE MISSION IS SCHEDULED TO VISIT BRAZIL IN
EARLY DECEMBER 1973. NMTBA IS ALSO SPONSORING
INTERNATIONAL MACHINE TOOL SHOW (IMTS 74) IN
CHICAGO, SEPTEMBER 4-13, 1974. THESE TWO EVENTS
WOULD APPEAR OFFER GOOD OPPORTUNITY FOR SUGGESTED
MODEL PROMOTIONAL EFFORT.

3. USIS IN RIO HAS BEEN EXCHANGING PROMOTIONAL
IDEAS WITH POST COMMERCIAL OFFICERS AND JOHN CONNOR,
ADVANCE MAN FOR NMTBA MISSION AND INTERNATIONAL
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TRADE DIRECTOR OF NMTBA, WHOSE HEADQUARTERS ARE IN

MCLEAN, VIRGINIA. CONNOR HAS PROMISED
SPECIAL EFFORT TO FORWARD FILMS AND LITERATURE THAT
MIGHT BE USED BY USIS HERE TO PROMOTE THE NMTBA
MISSION AND CHICAGO SHOW IN LOCAL MEDIA AND TO
SELECT AUDIENCES.

4. POSTS ARE ALREADY ENGAGED IN NORMAL SUPPORT EFFORTS
FOR NMTBA MISSION VISIT IN DECEMBER. WASHINGTON
MIGHT WISH TO CONTACT CONNOR TO WORK WITH NMTBA
TO SUPPLY SPECIAL MATERIALS, SUCH AS ADVANCE PRESS
RELEASES, LITERATURE, AND FILMS, TO SUPPORT BOTH THE
NMTBA MISSION AND ATTENDANCE AT CHICAGO IMTS 74,
WHICH IS REPUTED TO BE LARGEST INDUSTRIAL SHOW
IN THE U.S.
BOONSTRA

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Decaption Note:
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Disposition Approved on Date:
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Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
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Drafter: n/a
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